MAKSWELL

MAKing Sustainable development and WELL-being frameworks work for policy

H2020 Project
G.A. no. 770643

Kick-off Meeting
Rome, 9th January 2018

WP6
Dissemination and Communication activities of project results

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Istat

Communication approach

➢ **Awareness**

➢ **Understanding**

➢ **Commitment**

➢ **Action**

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Communication and dissemination objectives

➢ To give substantive impetus to the achievement of the project objectives

➢ To organise *fora* (physical or virtual) where NSIs and academics but also policy makers, public administrations, civil society and citizens will be able to share, collaborate and discuss relevant issues and best practices on the project's outcomes

➢ To build up knowledge through the contact and reciprocal fertilization of NSIs, academics and stakeholders and communicate and disseminate the results within the project to relevant target groups to show how European partnership can bring positive results

➢ To create moments and networking to spread the results of the project to a worldwide audience.

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Visual Identity

- Logo

- Typography

- Templates to be produced: Word for documents, PPT, programme templates

- H2020 – Emblem and disclaimer

- EU emblem basic rules

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Communication and dissemination channels

- ✓ **Website:** under implementation to be released at M3
- ✓ **Dissemination events and initiatives**
- ✓ **Social Media**
- ✓ **CROS Portal at** https://ec.europa.eu/eurostat/cros/

Communication products

- ✓ **Promotional brochure** to promote the activities of the project and to enlarge the audience
- ✓ **Policy Briefs** illustrating the main results reached by the activities and summarizing future research needs
- ✓ **Online campaign** through virtual fora and webinars

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Dissemination Plan

- **3 workshops** – M5 (March 2018) – M17 (March 2019) – M29 (March 2020)

- **Final Conference -** M30 (April 2020)

- **Webinars** to foster the debate and engagement of stakeholders

- **Other EU and international events**

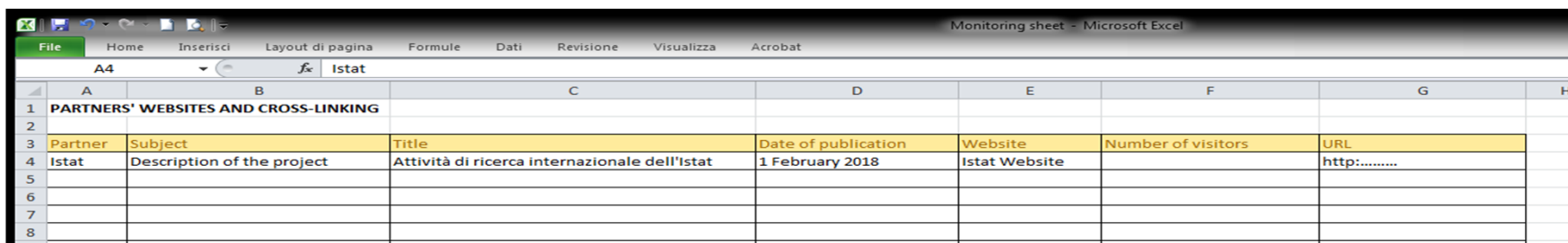## Focus on EU and International initiatives and events

➢ European Stakeholders conference

➢ IAOS Conference 19-21September 2018

➢ NTTS2019 conference

➢ ISI World Statistics Congress 2019

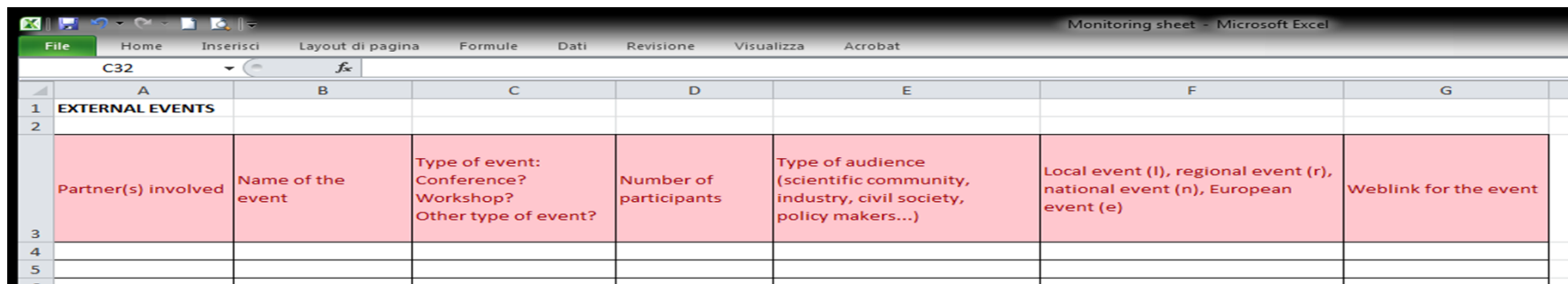➢ UN world data Forum 2019

Monitoring and impulse

An editable monitoring **spreadsheet** will be shared via the Intranet of the MAKSWELL website's private area, so that all partners can track their specific project communication and dissemination activities.

Reminders will be sent at periodical intervals so that partners can update this tool and populate it.

Partner	Subject	Title	Date of publication	Website	Number of visitors	URL
Istat	Description of the project	Attività di ricerca internazionale dell'Istat	1 February 2018	Istat Website		http:.........

PARTNERS' WEBSITES AND CROSS-LINKING

EXTERNAL EVENTS

Partner(s) involved	Name of the event	Type of event: Conference? Workshop? Other type of event?	Number of participants	Type of audience (scientific community, industry, civil society, policy makers...)	Local event (l), regional event (r), national event (n), European event (e)	Weblink for the event

First step …

Thank you!